



Presenters: Leota Sarrette, Jeff Grassie, Eric Karlstad

USEFUL STEPS in the creation of the 4 Story ESSEX STREET GATEWAY MURAL

I. Identify Project Site, Goals, Artist, and Budget

1. Identify a wall with a 180 degree view.
2. Develop Goals and Theme for the project..
3. Research and Identify potential Artists experienced in large scale murals involving community participants.
4. Develop a tentative budget (artists, repairs and scaffolding, paint supplies, marketing, legal fees, housing)
5. Involve the community in the design, development, and the creation of the mural.
6. Encourage dialogue and engagement between our community and arts and cultural groups .

II. Property Owners Negotiations and Agreements

1. Explain the benefits of the project not only from an aesthetic point but the from an economic and community development standpoint (increased exposure to building, create a safer environment, increased foot traffic, increased neighborhood attractiveness, free marketing of mural regionally)
2. Property owners may each want to approach their agreement differently however it is in your best interest to present a draft agreement with your interests outlined and work from that.
3. Encourage the property owner to be involved with the project activities.
4. Acknowledge, Acknowledge, Acknowledge (press, website, public engagements, etc...)

III. Community Involvement and Partnerships

1. Meet with the City administration for their support and involvement. They may be able to waive permits fees and solicit support from the building owners.
2. Host a series of Community Meet and Greets with the artists. Ask the community what they feel the mural should evoke, what history is important to them, ask them to share their stories and experiences.
3. Reach out to school administrators and art teachers for their involvement as an arts education and/or community service project.
4. Reach out to your local Chamber of Commerce for their support and business involvement. Explain the importance of the mural to the community. Ask them to host a Business After Hours paint session event.

5. Reach out to Youth Organizations, Senior Center Activity Directors, Churches, and Civic Clubs & Organizations for their involvement and support.
6. Collect names and contact info of all involved for the fundraising events and dedication guest lists.

IV. Sponsors , Stakeholders, and Fundraising

1. Outline key banks, foundations and supporters to approach for select sponsorships.
2. Host a private Meet and Greet with the artists showcasing the artist past work and experience.
3. Create impressive image of the wall before and Photoshop image of the possible after to allow potential sponsors a visual impact statement.

V. Paint Sessions

1. Coordinate paint session calendar with Muralist.
2. Personally invite schools, churches, festivals, civic meetings, City Hall, citizen centers, nursing homes and senior centers, youth organizations such as Boys and Girls Club, YMCA, YWCA.
3. Seek permission from administration of program or school and Co-ordinate with Art Teachers/Activity Directors one day paint session.

VI. PR

1. Prepare a well thought out press kit.
2. Reach out to your local cable access television company and ask for their involvement. EX . Film a time lapse video or webcam of project.
3. Request to be a guest on your local radio and cable access television shows.
4. Send weekly updates & articles w/ photos to media, community newsletters and resources.
5. Don't forget social media!!!

VII. Marketing

1. Research, investigate, and plan for prints, postcards, calendars, etc.... work with local retail businesses to promote a sell the marketing items.
2. Interpretive Materials ex: Design Key and Cell phone Tour.

VIII. Celebration & Dedication Ceremony

1. Form a nevent planning committee 4-6 months prior to event.
2. Invite personally all Federal, State and Local government representatives to say a few words.
3. Invite personally all notables and residents featured in the mural.
4. Create flyers to invite neighboring home, condo, and building owners.
5. Announce through news outlets the community invite.

For info please visit : www.TeamHaverhill.org or Facebook Essex Street Gateway Mural
<https://www.facebook.com/pages/Essex-Street-Gateway-Mural/200731113305123>